

We claim:

1. A bleaching composition comprising:

5 (a) an organic substance which forms a complex with a transition metal for bleaching a substrate with atmospheric oxygen, the bleaching composition upon addition to an aqueous medium providing an aqueous bleaching medium substantially devoid of a peroxygen
10 bleach or a peroxy-based or peroxy-generating bleach system;

(b) between 0.001 to 3 wt/wt % of a perfume composition; and,

15 (c) the balance carriers and adjunct ingredients to 100 wt/wt % of the total bleaching composition,

wherein the bleaching activity of the liquid
20 beaching composition is greater by a factor of at least 10, in comparison to a same bleaching composition in which a molar equivalent amount of citronellal is present as the perfume composition, after a period of storage at 37 °C for 14 days as
25 measured by exhibited bleaching activity of the transition metal catalyst towards acid blue 45 in the presence of hydrogen peroxide or as measured by exhibited bleaching activity of the transition metal catalyst towards beta-carotene in absence of peroxy
30 species.

2. A bleaching composition comprising according to claim 1, wherein the beaching composition has a greater bleaching activity by a factor of at least 15.

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3. A bleaching composition comprising according to claim 1, wherein the perfume comprises a perfume component selected from the group consisting of: Alpha demascone, Delta demascone, Iso E super, Cinnamic aldehyde, Hexylcinnamic aldehyde, Aldehyde butylcinnamic, benzaldehyde, anisique aldehyde, Linalol, Tetrahydrolinalol, Undecavertol, Geraniol, Nerol, Citronellol, citral, Oxyde de Rose, Geranyl acetate, Citronellyl acetate, Coumarine, Linalyl acetate, Geranyl nitrate, Citronellyl nitrile, Cinnamonitrile, and Citronitrile, Aldehyde Amylcinnamique, Methylantranilate, di-ethyl-Anthranilate, Methyl-n-Acetylanthranilate, Diphenyloxide, Verdox, Benzylacetate, Diola, Orange Cristals, Peonile, Clonal, Limonene, Camphor, Anthranilate, Di-isobutyl-Anthranilate, Verdyl Acetate, pinane, veloutone, alpha-methylionone, and damascenone.

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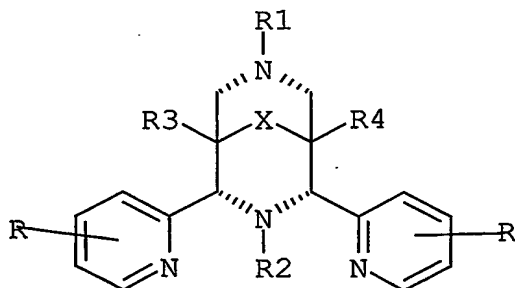
4. A bleaching composition according to any one of claims 1 to 3, comprising between 0.05 to 2 wt/wt % of a perfume composition.

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5. A liquid bleaching composition according to any preceding claim, wherein the bleaching composition has a pH of 10 or below.

6. A liquid bleaching composition according to claim 5, wherein the liquid bleaching composition has a pH in the range of 6 to 9.

- 5 7. A bleaching composition according to any preceding claim, wherein the organic substance is of the



8. A method of bleaching a textile stain, comprising
10 the steps of treating a substrate with the bleaching composition as defined in any preceding claim in an aqueous environment, rinsing the substrate and drying the substrate.